



Joint Steering Committee Meeting

February 6, 2007

9:00 a.m. – 4:00 p.m.

Sacramento Convention Center

1400 J Street

Sacramento, CA 95814



AGENDA

MEETING OBJECTIVES:

- Provide an update on the Cancer Prevention and Nutrition Section and Food Stamp Program
- Highlight efforts to integrate physical activity and nutrition education.
- Provide an update on the *Network* rebranding process.
- Develop priorities for 2007 and provide input for the FFY 2007 California FSNE plan.
- Discuss priorities for the 2007 Farm Bill.
- Identify ways to leverage partnerships to improve nutrition education.

9:00-10:00 MEETING REGISTRATION & NETWORKING

10:00 A.M. WELCOME, MEETING OVERVIEW & ANNOUNCEMENTS

Cindy Plummer, Domestic Trade Management, California Table Grape Commission & Co-Chair JSC Executive Committee

10:05 A.M. UPDATE FROM THE CANCER PREVENTION & NUTRITION SECTION

Susan B. Foerster, Chief, Cancer Prevention & Nutrition Section

10:25 A.M. NEWS FROM THE FOOD STAMP PROGRAM

Randy Shiroy, Staff Services Manager, Food Stamp Policy Bureau, California Department of Social Services

10:35 A.M. UPDATE ON THE CITRUS FREEZE

Erin Field, California Government Affairs Manager, Western Growers
Randy Shiroy, Staff Services Manager, Food Stamp Policy Bureau, California Department of Social Services

10:50 A.M. PHYSICAL ACTIVITY BREAK

11:05 A.M. HIGHLIGHTING PHYSICAL ACTIVITY INTEGRATION

Moderator: Jennifer Abrams, Physical Activity Coordinator, Cancer Prevention & Nutrition Section
Kenny Rogers, Executive Director, California Governor's Council on Physical Fitness and Sports
Lisa Cirill, Acting Chief, California Center for Physical Activity
Ismael Aguila, Physical Activity Specialist, Los Angeles Regional Nutrition Network
Carmen Bogan, Physical Activity Specialist, Bay Area Regional Nutrition Network

- 12:00 P.M. PLANS FOR LAUNCHING THE NEW BRAND LOGO/TAGLINE FINAL AND A REVIEW OF THE NEW ADVERTISING CAMPAIGN, THE GRASSROOTS CAMPAIGNS.**
Susan Pennel, Manager, Communications & Media Unit, Cancer Prevention & Nutrition Section
- 12:30 P.M. WORKING LUNCH & NETWORKING**
- 1:15 P.M. WORKGROUP SESSIONS: DEVELOPING PRIORITIES AND LEVERAGING PARTNERSHIPS**
Hope Wilson, Development Specialist, Partnerships Team, Cancer Prevention & Nutrition Section
- Adults
 - Children & Youth
 - Food & Nutrition Resources
 - Fruit & Vegetable Promotion
 - Health Disparities
 - Physical Activity Integration
- 2:30 P.M. WORKGROUP RESULTS & NEXT STEPS**
Gregory Shaffer, Principal, Compulsion to Create
- 3:00 P.M. PANEL: PRIORITIES FOR 2007 FARM BILL**
Moderator: Jonnalee Henderson, Policy Analyst, California Department of Food and Agriculture
Erin Field, California Government Affairs Manager, Western Growers
Susan B. Foerster, Chief, Cancer Prevention & Nutrition Section
Melody Steeples, Association Director, CAN-Act
Mike Papin, Chief, Food Stamp Policy Bureau, California Department of Social Services
- 3:55 P.M. SUMMARY REMARKS AND CLOSE**
Erin Field, California Government Affairs Manager, Western Growers & JSC Executive Committee Member
- 4:00 P.M. ADJOURN**